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Аргументативные стратегии в дискурсе программы южнокорейской политической партии Сэнури

В статье приводятся результаты исследования и описания типов аргументативных стратегий в дискурсе программы южнокорейской политической партии Сэнури в терминах прагматодialeктической теории аргументации.

Argumentative strategies in the discourse of the program of South Korean political party Saenuri

The argumentation is a form of human activity in which a human being fulfils oneself as a linguistic personality, with his/her knowledge and views, system of values and common sense, communication skills and logical culture, epistemic and emotional states, social dimensions of

argumentative situation interacting as a system. Thus, natural language (not logical) argumentation can be studied only in unity with the nonverbal context, social factors and the changing behavior models of communication participants taken into account.

Argumentation is understood as verbal social and reasonable activities aimed at the persuasion of the rational judge in the (un)acceptability of the expressed opinions through the assumption of certain combinations of propositions (arguments) intended for a proof (refutation) of the expressed opinion (Eemeren, van, Grootendorst 1984) under the pragma-dialectical theory of argumentation. Argumentative discourse is a linguistic space of social interaction, including the language system (the code, the participants of the discourse, and subject of the dispute). Such conceptualization of the discourse space is proposed by M. A. K. Halliday and consists of allocation of its field, participants and modus.

The subjects of this research are the features of argumentative discourse of the program of the South Korean political party Saenuri. The main research method is a pragma-dialectical reconstruction of the discourse – structuring and explication of the argumentative nature of discourse (van Eemeren 1992). This approach is based on the concept of the speech act and aimed at a comprehensive description of the elements of macro-speech illocutionary act complex of argumentation in terms of the pragma-dialectical ideal model of argumentation. We will limit ourselves to listing of the main conclusions of the analysis without providing examples because of the limitations.

The studied discourse refers to institutional genre of the program of a political party, having all the essential genre characteristics. During the research of language material, we identified argumentative strategies understood as complex entities, including many structural elements of two classes: context independent and context dependent.

Context independent strategies are implemented in the form of implicit presentation of point of view - it is formulated in general, abstract form. The strategy of repetition, semantic duplication is also actively used – the more often certain key provisions of the argumentation of the protagonist will be heard, the more convincing they will seem for the antagonist. It is also necessary to mention that estimative vocabulary and generalization of view point and arguments are effective tools of influence.

Context dependent strategies are manifested in the form of estrangement/rapprochement - polarization of the concepts of "own

people" - "aliens". "Own people" are described by lexemes constituting a semantic field "we", "our", what is typical for the oriental linguistic culture. Three possible schemes of argument – the causative, symptomatic and comparative are used in the analyzed discourse.

It should be noted that the proposed procedure of analysis is the result of interpretation of discourse with respect to the context of situation, linguistic context and background knowledge of the interpreter. In this regard, the proposed interpretation of the discourse is not absolute.

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